



OREGON
ASSOCIATION OF
NURSERIES™

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**SAVE
ON YOUR
FARWEST
AD!**

**FREQUENCY
DISCOUNT per month**

Advertisers that have an insertion rate of 12X with *Digger* will receive *Digger* ad rates and the 12X frequency discount of 6 percent for *Digger: Farwest Edition* ads.

2011 DISPLAY AD INSERTION ORDER

Digger: Farwest Edition
THE AUGUST ISSUE OF DIGGER MAGAZINE

ADVERTISER _____ CONTACT _____

AGENCY (IF APPLICABLE) _____ CONTACT _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (____) _____ FAX (____) _____ E-MAIL _____

AUTHORIZED SIGNATURE _____ DATE _____

**Space reservation deadline: May 16, 2011
Ad material deadline: June 1, 2011**

AD RATES (Please check size and circle amount)

	BLACK & WHITE		FOUR COLOR	
	OAN MEMBER	NON-MEMBER	OAN MEMBER	NON-MEMBER
<input type="radio"/> Full-Page	\$ 848	1,040	\$ 1,775	2,130
<input type="radio"/> 2/3 Page	677	817	1,502	1,803
<input type="radio"/> 1/2 Horizontal	565	697	1,209	1,450
<input type="radio"/> 1/2 Vertical	565	697	1,209	1,450
<input type="radio"/> 1/3 Horizontal	461	562	958	1,150
<input type="radio"/> 1/3 Vertical	461	562	958	1,150
<input type="radio"/> 1/6 Horizontal	288	381	763	916
<input type="radio"/> 1/6 Vertical	288	381	763	916
<input type="radio"/> Marketplace	184	270	235	353

PREMIUM POSITIONS (full-page, 4-color only)

<input type="radio"/> Inside Cover	NA	NA	\$ 2,370	3,215
<input type="radio"/> Back Cover	NA	NA	3,033	3,915
<input type="radio"/> Divider Tabs – Call for prices. Subject to approval.				

PLACEMENT REQUEST

Every effort will be made to position the ad as requested; however, we cannot guarantee placement unless a premium position has been paid for.

Preferred placement: _____

CLASSIFIED ADS

CLASSIFIED LINE AD (includes employment) – \$30 per column inch for OAN members; \$47 for non-members (each line approximately 28-38 characters; approximately 7 lines per inch).

CLASSIFIED DISPLAY AD – \$40 col. inch OAN members, \$55 non-members; plus production charges at \$65/hour. Classified column width 1.6875”.

AD MATERIALS

For ad dimensions and electronic file specifications, refer to the 2011 Exposure Kit or go online to www.oan.org/ads2011. Files not meeting specifications will be converted at advertiser's expense.

Please check the box below for instructions on the ad to be placed.

- REPEAT AD
 - Last year's Farwest Edition ad
 - Current Digger ad
- ALTER AD
 - Include copy changes.
 - Production charges apply.
- COMPOSE NEW AD
 - Production charges apply.
- NEW AD TO ARRIVE BY JUNE 1, 2011
 - Preferred file formats in high resolution (300 ppi):
 - PDF (embed fonts)
 - EPS
 - Photoshop TIF

Email ads to publications@oan.org or access the **OAN FTP site** <ftp.oanshare.org>
username: publications@oanshare.org
password: 07pubshare